

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-11 ISO-00 EB-11 AGR-20 RSC-01 /044 R

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DRAFTED BY: COM/BIC/OIM:JKLINGELHUT

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P 081347Z APR 74

FM SECSTATE WASHDC

TO AMCONSUL SYDNEY PRIORITY

INFO AMEMBASSY CANBERRA PRIORITY

AMCONSUL MELBOURNE PRIORITY

UNCLAS STATE 070310

FOR STC/GOODSELL

E.O. 11652: N/A

TAGS: BEXP, AS

SUBJ: FIME AND ORANGE AGRICULTURAL EXHIBITION

REF: (A) CANBERRA 2010; (B) SYDNEY 664; (C) MELBOURNE 363;

(D) SYDNEY 591; (E) SYDNEY 606; (F) GOODSELL/FAUSEL

LTR. MARCH 11, 1973

1. PER REFTEL B, WITH VIRTUALLY ALL OTM U.S. COMPANIES
ALREADY COMMITTED FIME, OIM DOES NOT FEEL U.S. PAVILION AT
FIME FEASIBLE OR WARRANTED.

2. OIM CAN NOT MAKE POSITIVE DECISION TRADE CENTER
PARTICIPATION ORANGE AGRICULTURAL EXHIBITION ON BASIS
INFORMATION AVAILABLE. TC MUST PROVIDE OIM FOLLOWING
NFORMATION IF WE ARE TO PARTICIPATE.

A. INDUSTRY POLL RESULTS PROMISED OIM PER REFLETTER F.
NEITHER STATE NOR COMMERCE HAS RECORD RECEIVING REFTEL
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WHICH OIM SUSPECTS CONTAINED POLL RESULTS. PLEASE

REPEAT REFTEL E.

B. DOES COMPREHENSIVE SURVEY DUE OIM SHORTLY CONTAIN POSITIVE AGRICULTURAL EQUIPMENT RESEARCH SECTION? IF SO, REQUEST TC FORWARD THIS SECTION'S FINDINGS IMMEDIATELY IF COMPLETE STUDY NOT YET FORWARDED OIM. IF NO POSITIVE RESEARCH IN COMPREHENSIVE STUDY, REQUEST TC SUBMIT SEPARATE RECOMMENDATION PARTICIPATE THIS EVENT INCLUDING SUPPORTIVE STATISTICAL DATA.

C. AN OUTLINE OF THE MARKET PROMOTION PLAN AND COMPREHENSIVE INFORMATION REGARDING ORANGE FAIR WHICH WOULD JUSTIFY THIS EVENT AS THE BEST PROMOTIONAL VEHICLE AVAILABLE FOR AGRICULTURAL GOODS. THIS INFORMATION SHOULD INCLUDE BUT NOT BE LIMITED TO THE FOLLOWING: IS ORANGE FAIR AN ESTABLISHED EVENT AND IF SO, HOW DOES IT RANK IN RELATION TO OTHER AUSTRALIAN AGRICULTURAL FAIRS? HOW MANY AND WHICH COMPANIES PARTICIPATED 1973 ORANGE FAIR? HOW MANY OF THESE AND WHICH WERE U.S. COMPANIES REPRESENTED BY AGENTS? WHAT WERE 1973 TRADE ATTENDANCE AND SALES FIGURES?

D. INFORMATION REGARDING EXHIBITION SITE TO BE DEVELOPED FROM ORANGE SITE SURVEY.

E. TC ASSESSMENT AS PROMISED REFTETTER F ON QUESTIONS RAISED BY TC SAME REFTETTER REGARDING VIABILITY THIS EXHIBITION, ESPECIALLY PROBLEM CONCERNING DETERMINATION PARTICIPATION FEE HIGH ENOUGH OFFSET REASONABLE PORTION COMMERCE EXPENSES YET LOW ENOUGH COMPETE WITH LOW FRONTAGE FEE CHARGED BY FAIR AUTHORITIES.

3. IF PARTICIPATION ORANGE FAIR NOT FEASIBLE, OIM WILL ATTEMPT ORGANIZE AGRICULTURAL EQUIPMENT TRADE MISSION SOMETIME DURING FEBRUARY - JUNE 1975 UPON YOUR RECOMMENDATION. RUSH

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